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General Trade Edition

# DIG & DUNG

WITH 1944 PRICES

Sales and Service Bulletin

W BLUE LABEL DAHLIAS W

*Sure to Grow. Free from Disease. True to Name*

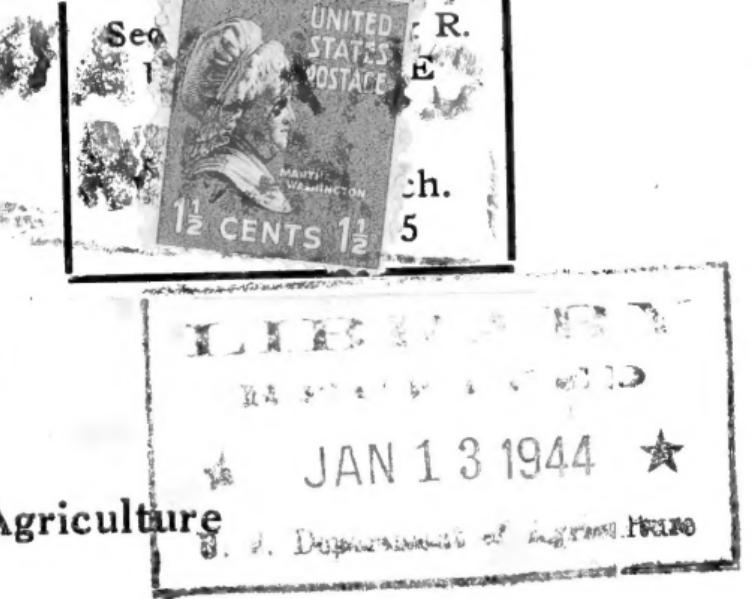
**WAYLAND DAHLIA GARDENS**

E. R. RYNO, Prop.

**Wayland, Mich., U. S. A.**

**LIBRARY**

U. S. Department of Agriculture



Washington 25, D. C.

Attention Buyer or Advertising Manager



*General Trade Edition*

# DIG & DUNG

*There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.*

## Sales and Service Bulletin

VOL. 13

WAYLAND, MICHIGAN, U. S. A., SEASON OF 1944

NO. 1

### THE DAHLIA SITUATION THIS YEAR

#### As to Acreage

Probably the total acreage in dahlia plantings this year is not over half what it was last year. Most of the smaller growers have discontinued their plantings almost entirely, cut-flower growers in most parts of the country have greatly decreased their plantings and purely commercial root growers like ourselves have in many cases cut down their dahlia planting to make room for essential food crops. Fortunately we had plenty of land so we could give up one of our entire farms to feed and seed crops and still increase our dahlia planting a little over last year. We put out over fifty acres of our Leighton farm, planting approximately 900,000 roots. This should give us ample crop to take care of our regular customers but we cannot expect any surplus to meet the requirements of jobbers and others who have usually looked to the cut-flower growers and smaller growers for their supplies. The demands of such buyers while not exacting as to variety runs into millions of roots every year and their inability to obtain their requirements will reflect itself chiefly in a shortage of dahlia roots on the counters of the chain stores.

#### As to Crop

Dahlia plants are looking very good at this writing (September 1st) but we have not had the rain we had last year and probably roots will not be quite so large as they were last year although they should be better than in 1941. We start digging October 1st and if we have a normal amount of rainfall in September and not too early frost, roots should make considerable growth between now and harvest time in which case they should run above the average size.

#### As to Labor

Harvesting and processing dahlias require considerable hand work—probably as much or more than any

other similar crop. Both digging and dividing clumps are done almost entirely by hand and while much of this can be done by women and older men yet even such help is becoming scarcer every day. This labor situation might seriously affect our operations between now and next spring and cannot safely be counted on by anyone.

#### As to Materials

We use many tons of paper, paper boxes and fiber cartons in handling our crop each year. We have our supplies of paper and paper boxes and part of our supply of fiber cartons already on hand for this season's requirements. We are still, however, short several tons on our fiber cartons and these may be absolutely unobtainable this year, in which case shipments of specially packaged and boxed dahlias would become almost impossible. We might wrap our dahlias and place them in paper boxes ready for counter trade but we could not get these boxes to our customers without the heavier shipping cartons which are made from corrugated stock. We, therefore, ask our customers to order as much of their stock as possible in bulk form or at least be prepared to have stock shipped in "best manner possible."

#### As to Prices

With wages, materials, taxes and other elements that enter into the cost of production constantly going up, it is clear that some advance in price must be made to cover such costs. In past years we have listed a number of the most popular of the older varieties of dahlias at 3c and 3½c each. These prices were really below the general run of the market and as a matter of fact many of our competitors have severely criticized us for offering dahlias at such prices when most of the other growers were maintaining a minimum of 4c per root. After careful consideration we have, therefore, decided that it would be only right to throw the

bulk of the increased cost of production on varieties which have been in these two lower priced groups, and keep the rest of our list at practically the same prices as last year, raising only on such items as are short crop and would, therefore, have to be raised even in normal times. At these prices our customers will still be able to build their collections of really first class standard varieties at such a low cost that they will not be compelled to raise their prices on dahlias for 1944 and should, therefore, find the dahlia one of their most profitable items to feature this coming season.

We have noticed that there are just two ways of looking at one's business. If I am boss and put up the money, naturally I can have everything run exactly my way. I can raise such stock as I want to, I can plant it where I want to, I can harvest it or not just as I want to and no one, not even my business can object; but if I expect by business to pay the bills, my business has got to be boss. That is, it tells me to plant such and such items, to plant them at such a time, to plant them in such a place and attend to them in such a manner, to harvest at such a time and to sell at such a price. In fact, I have to do everything just as the business demands it or I don't have any pay check coming in. If I am boss the business is my playing, but if I am looking for pay from my business all play ideas have to be forgotten and either I do or the business doesn't. I wonder how many men who are working for wages realize that their employer while apparently their boss is in fact the slave to the very business that gives them their job and has to follow its dictates even more rigidly than they themselves have to obey orders, or he doesn't draw his pay with the rest of the men.

1944 Prices—pgs. 8, 9 & 10

# DIG & DUNG

PUBLISHED BY  
WAYLAND DAHLIA GARDENS  
E. R. RYNO, PROP.  
WAYLAND, MICHIGAN

SEASON OF 1944

It has been our custom to make two issues of our Bulletin each year. The General Trade Edition listing individual varieties was published in September primarily to meet the requirements of those who sell their goods by mail through catalogs. The Retail Store Edition was issued in January and was devoted to our Boxed Dahlia Collections and intended to be of interest to those who sold dahlias over the counters in retail stores.

This year we have combined these two issues and thus eliminated a lot of clerical work connected with mailing, etc. If you receive your copy earlier than usual therefore be sure to file it where you can find it when you are ready to order because when this edition is exhausted no more copies will be available this season.

Our retail store customers will note that we have added another line to our boxed dahlias. This line will be made up of Honor Roll dahlias and the first number of the series is illustrated on pages 14 and 15. It was our intention to feature this new line a little more intensely this year, but each collection is packed in a fiber box and as it is impossible to obtain more of these boxes than we now have on hand we shall have to limit this line to single case orders—that is, only one case of Honor Roll line to a customer.

It will be noted that each dahlia in our Honor Roll collection is packed in a separate paper box. This is to enable the dealer to sell these dahlias either singly or in sets. And while we have no arbitrary selling prices for any of our goods we think the Honor Roll line should sell for at least \$1.50 for each collection of five roots, and under present conditions \$2.00 could not be regarded as exorbitant. If your price is \$1.50 for the set, price of single roots should be 35c; if \$2.00 for the set, price of single roots should be 50c. This should be a profitable line and we have some beautiful varieties now growing especially for use in this line after the war.

Every year we have many requests for prices on undivided clumps of dahlias. To these inquiries we wish to state that we do not sell or offer for sale undivided clumps at any time. We have ample storage space for our entire crop, and all clumps are cut to one-eye divisions ready for planting when offered for sale.

We have been growing dahlias for a great many years and we admit

that in many points we have strayed from the beaten paths as regards our method of handling our stock. Most growers wait until spring before dividing their clumps but this would be impossible with us both because of the very large number of clumps we have to divide and because of the fact that we usually start shipping in December. It is, therefore, necessary that we start dividing our clumps just as soon as we are done digging. When the divisions are made each root is trimmed, all fresh cuts are treated with hydrated lime to prevent mold and rot and all roots are stamped with varietal number before being placed in our stock room where they remain until time for shipment. As we keep this room dark, cool and at a very high humidity point—just below the point of drip—we are thus able to carry our stock through in perfect condition without having roots rot or shrivel before spring.

Once in a while a customer will ask us to send him roots which have not been trimmed, treated or stamped. When order is given early we can prepare roots in this manner but we really believe it is to the interest of our customers that we process roots in our regular manner because by trimming off unnecessary parts of the root we save on storage space, by treating each root we insure against all danger from decay and by stamping varietal number on all roots we avoid all possibility of varieties becoming mixed in handling.

With so many years of experience and with such extensive plantings to back up our methods we believe all our customers can feel assured that stock is handled absolutely right at our point, especially when it is considered that all this extra work on our part costs money which we certainly would not spend if we did not think it necessary.

We wish you could visit us this fall and take a trip through our gardens. Here you would see, not just a few plants of each of a number of varieties as you would find in most dahlia gardens but whole fields devoted to nothing but dahlias—large mass plantings of thousands of plants of each of the leading varieties—all under the very highest state of cultivation possible and offering an inspiration to almost any man who likes to see things grow and grow right. We should also like to have you go through our storage cellars. Here we have absolutely fireproof and frostproof storage built especially for dahlias and with a capacity of 3,000,000 roots each season. We believe after such a visit to our place you would be convinced that your chance of getting the best stock available is really greater when you deal with us than it would be were you to buy from some jobber whose growing connections are variable and uncertain.

It will be noted that we offer each

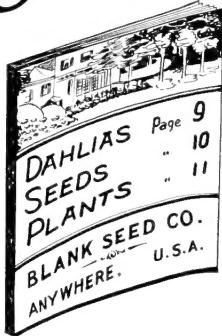
year more and more of the newer Honor Roll dahlias. It must be remembered, however, that a large stock of any new variety cannot be built up in a year or two and even after a variety leaves our trial grounds and goes into our regular fields, it is still a matter of several years before such variety is produced in sufficient quantity to be available at a low price.

We have many new varieties which are still grown only in limited quantities—less than a thousand plants of each—and such varieties are almost always contracted for by one or another of our customers even before the crop is harvested. For this reason we suggest that you always communicate with us before listing any of the newer varieties in your catalog to make sure that stock is still available. Most of our customers know that we are the largest producers of dahlias in the world, and many of them are apt to think that stock of all varieties is, therefore, available throughout the season; but don't forget that we have hundreds of really big customers who are drawing upon this stock and nearly every variety is taken up long before the end of the season. If you go ahead and list some particular variety without first having had us reserve it for you, it may be already sold to another customer making it necessary for us to pick over our planting stock in order to help you out with your own requirements. This very thing happened in a number of cases last season and not only did it use up most of our own planting stock of some varieties but also did it make it necessary for us to send out stock which we would rather have held for our own added plantings. We send this bulletin out early especially to enable customers to get their reservations in in ample time to insure both quantity and quality necessary to meet their requirements for the coming season. We urge you to look over our list now and if you are not able to visit us and make your selection from the blooming plants you can at least be certain that your coverage is complete and fully adequate for your needs by placing your reservation order NOW.

This year, with the shortage of merchandise which prevails in nearly all lines, our Boxed Dahlia Collections should be of especial interest to the wide awake seed merchant. Here is a line of goods strictly in keeping with your regular line, packed already for instant acceptance by your customer and selling at a price, even if you retail at 69c as many of our dealers are doing, which is really a bargain under present conditions.

Each collection presents a perfectly balanced range of colors and you can sell your customer either a single box or the whole line and assure him that each collection presents a list of varieties entirely different from the other collections.

# Your



## *new Catalog*

I have talked with quite a number of our leading customers regarding their catalog policy for 1944. Of course, we all recognize the fact that we have a market before us which is almost wholly a sellers market, and therefore, cut prices and bargain offers are not really necessary to enable us to dispose of all the goods we can obtain; but most of our friends also realize that this same market is before our competitors as well as ourselves and is to be followed by a future which is also before all of us; and while such special offers may not be necessary to sell our stock, they might aid in bringing in some new customers who would probably stay with us in years to come.

Stanley Morse once told me that he believed that the greatest factor in the success of a mail order nurseryman was vision rather than opportunity. This is a fact which is particularly pertinent at the present time and I believe that those who expect to continue in business after the war should think more about the future requirements than about present opportunities.

Whatever method of presenting dahlias you have been following, that is, whether bargain collections or straight listings, I believe should be continued—that is, if past results were satisfactory. Personally we have always argued for the offering of dahlias in unit collections with a gift tuber free with two or more such collections. This has worked with all our customers who have tried it and if you are one of these I do not believe I should advise any change in this policy this year. There may be some talk about governmental regulations or price control but I do not believe this need worry us so long as our method of offering our goods is legitimate and fair; and the gift tuber idea certainly is fair because the cost of the tuber

is undoubtedly more than made up by the saving in postage where the two or more units are ordered.

Furthermore one of the great advantages in offering dahlias in the form of unit or ready made collections, especially where you are contracting for your supply, is in the fact that the same quantities are used of each variety and, therefore, the total number of collections represents the total number of each variety required. For instance, if you estimate a sale of 100, 1,000, or 5,000 collections your contract will call for that number of roots of each variety and your orders will leave your stock perfectly balanced, whereas if you follow the individual listing one variety might outsell another to such an extent that you would have a lot of roots of one kind left over and perhaps run short on another.

While we are listing more than two hundred varieties of dahlias as grown in quantity and available to the wholesale trade, yet this does not mean that we are advising you to make such an extended list for your retail trade. In fact, we believe best results will be obtained by

the average dealer where his list is limited to a reasonable number—say two or three collections of four to six varieties each—of the standard varieties with a few of the newer dahlias added to keep the list alive and up to date. Where the list is well chosen little or no change from year to year will be necessary to build a steadily increasing demand. In fact, most dealers find that they sell more of such standard varieties as Jersey's Beauty, Jane Cowl, Mrs. I. deVerWarner, etc., each succeeding year even with very little change in their list of varieties or their regular mailing list.

Whatever varieties you intend to list in 1944 I would suggest that you be sure that arrangements have been made with your grower so that he may be able to hold stock to meet your requirements for the season. Remember dahlias will not be plentiful this season and if you do not contract ahead you will probably be unable to obtain stock when needed next spring. This means dissatisfied customers and lost profit.

**GET YOUR RESERVATION ORDER IN NOW**

## DAHLIAS IN THE 1943 CATALOGS

Dealer	Space Devoted	Color Illust.	B. & W. Illust.	No. Varieties Listed*
Ackerman	$\frac{1}{3}$ page	....	2	10
Alneer	$\frac{1}{2}$ page	....	1	23
Archias	$\frac{1}{2}$ page	3	1	10
Buist	$1\frac{2}{3}$ pages	....	2	46
Bunting	$\frac{1}{3}$ page	....	1	10
Burgess	1 page	....	2	34
Burpee	2 pages	....	3	72
Colorado Seed Co.	2 pages	....	5	53
Condon	$3\frac{1}{4}$ pages	6	6	36
De Giorgi	$\frac{3}{4}$ page	....	1	35
Farmer	$\frac{2}{3}$ page	....	1	36
Field	$\frac{1}{3}$ page	3	....	16
Garden Store	$\frac{1}{2}$ page	2	3	15
Gurney's	$\frac{1}{3}$ page	3	....	16
Inter-State Nurs.	2 pages	5	....	20
Kellogg	2 pages	....	4	12
Krider	$\frac{1}{2}$ page	1	....	11
Kunderd (catalog)	1 page	....	2	21
Kunderd (broadside)	$\frac{1}{2}$ page	....	1	11
Magnolia	$\frac{2}{3}$ page	1	....	11
Maule	$\frac{1}{2}$ page	....	1	33
May	$\frac{2}{3}$ page	5	....	13
Mitchell	5 pages	....	4	176
Montgomery Ward	$\frac{3}{4}$ page	16	....	16
Naughton	$\frac{1}{2}$ page	....	1	22
Olds	$\frac{2}{3}$ page	....	2	16
Park	2 pages	....	3	79
Russell-Heckle	$\frac{1}{2}$ page	....	2	22
Salzer	$\frac{2}{3}$ page	....	1	24
Satex	$\frac{2}{3}$ page	....	1	40
Scott	$\frac{3}{5}$ page	....	1	22
Sears, Roebuck	$\frac{3}{4}$ page	7	2	17
Sherk	$\frac{1}{6}$ page	....	1	6
Shumway	2 pages	....	7	32
Simpson	3 pages	....	3	50
Sonderegger	$\frac{2}{3}$ page	....	....	23
Tait	$\frac{2}{3}$ page	....	1	24
Templin-Bradley	$\frac{2}{3}$ page	2	1	22
Vaughan	$2\frac{2}{3}$ pages	1	3	86
Whitten	1 page	1	2	14
Will	$\frac{1}{2}$ page	....	2	6

\*Mixed and unnamed dahlias are not included in this listing.

# Some Facts About Dahlia Stock

For years we have been advocating Michigan sand-grown dahlia roots or tubers, because we believe sand-grown roots to be much superior to those grown on clay or heavier soil. We have plenty of clay soil available and it is certain that we would grow our plants on such soil if we did not believe the sand-grown stock to be better. We can produce a larger root on clay and probably a heavier clump, but actual experience has shown us that the larger roots such as are grown on heavy soil do not keep as well and do not produce as good plants when planted on either sand or clay, as do the sand-grown roots.

To back up our claims we quote from several well-known authorities:

From Waite's "Modern Dahlia Culture" (A. T. De La Mare Co., publishers, New York, price, \$1.50).

"Before planting a root, always cut off about one-third of it. This will usually result in a better plant.

"The old root is only needed to sustain the young plant until the new shoot has sent out roots of its own (the feeding roots), and if the root that is planted is very large and whole, new roots seem to take longer to form, and sometimes do not form at all. In such cases it seems that the shoot says: "What is the use of me sending out roots when I can get all the food I need without doing so?"

"If the root is not cut at planting time it will not decay, but will be known as a 'mother root.' If this root be used again it will make a very inferior plant.

"It has often been demonstrated in actual practice that the size of the root is no great factor in the ultimate success of the plant. A good, healthy, small root sometimes is better than a very large coarse root which may contain less substance for nourishing the plant than the smaller root.

"Many large roots are hollow in the center and sometimes may rot even before the shoot develops; they are also sometimes very woody and consequently devoid of sap."

From U. S. D. A. Farmer's Bulletin No. 1370, "Dahlias for the Home," by B. Y. Morrison.

"If the dahlia makes roots of excessive size many growers recommend cutting off part of the individual root, because there is no benefit to the young plant if the root is too large, and there is greater advantage in having roots of uniform smaller size."

From Special Bulletin No. 266 on Dahlia Culture, History and Classification, Michigan State College, by Prof. C. E. Wildon.

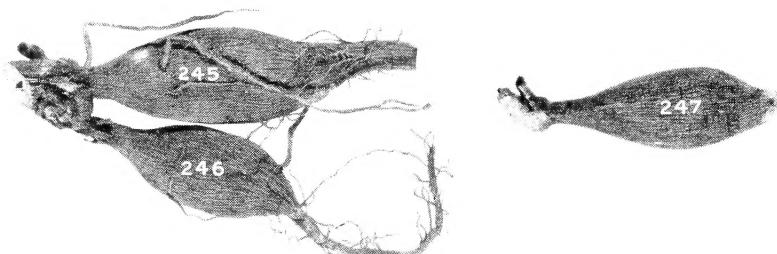
"Each division should have only one or two tuberous roots attached. Dahlia roots vary in form and size. When the fleshy roots are large and exceptionally thick,

experienced growers have found that if the lower half of the fleshy root is cut off, the plant will form a larger clump."

From "Dahlias" by F. F. Rockwell (The MacMillan Co., publishers, New York, price \$1.00).

"When a bulb or a corm is planted, it sends out roots directly from its own base, and top growth from its apex or upper surface. In the case of a dahlia tuber, however, the new growth, both top and root systems, is developed from a growing point or "eye," the tuber serving merely the purpose of supplying food until the new plant can gather it directly from the soil, through a root system of its own. Without this eye, the tuber is absolutely worthless. One good strong eye, with enough of the tuber accompanying it to give the new growth a fair start, is all that is necessary for the development of a perfect plant. The most enormous tuber has no possible advantage over one just sufficiently large to give the necessary push to get the top well started" (Page 26).

## WHICH?



In the above cut we show at the left hand side the division as separated from clump. You will note that the eye is attached to figure 245; figure 246 has no eye and neck is cracked just below the crown. This part of the division is absolutely worthless and could only serve to make the division seem larger. Figure 247 shows the division trimmed ready for shipment. Note that all unnecessary parts of the division, including the fibrous roots and long tails are trimmed off leaving a clean, strong, plump, healthy tuber with a sound neck and good eye ready for planting. The cut is about one-third natural size, the finished tuber, figure 247, having been about  $4\frac{1}{4}$  inches long and weighing  $1\frac{1}{2}$  ounces or just about half what the original division weighed. Why pay postage on unnecessary roots and why send out stock that is unfinished in appearance any more than you would send out a peach or apple tree with the trunk untrimmed or unstripped of side shoots?

the root's state of maturity. No matter how large or how small the root may be when root is harvested, if it is not fully matured it is almost certain to shrivel or rot. Plants grown on sand usually mature practically all of their roots, even those of later growth; but roots grown on heavy land, or wet, soggy land do not seem to ripen into a firm solid root which can be depended upon to keep in storage or on the counter until planting time.

The above facts should not be overlooked by those who are thinking of buying their dahlias in clump form this fall, as immature clumps are almost certain to be lost in storage before spring.

Remember we do not sell or offer for sale undivided clumps of dahlia roots at any season of the year; and all divisions sold by us are carefully cut to one eye as required for planting.

"Large tubers are no better than moderate-sized, or even small ones, provided the latter are round and plump. Very large tubers, in fact, are a distinct detriment, as the new plant is likely to rely upon them for nourishment, instead of making roots and new tubers of its own. Always cut away one- to two-thirds of such extra, large tubers when planting, dusting the cut surface with sulphur. It is best not to do this, however, until just before planting. (Page 58)."

Regardless of the size of the dahlia root, there is one point that must not be overlooked; and that is

# Care and Handling of Dahlia Roots

This is a question about which nearly all dahlia growers seem to have little to say; yet it is just as important as any element that enters into the production of good dahlia roots. After roots are harvested in the fall they are placed in storage where they remain for weeks or perhaps months. If the storage conditions are right the roots are apparently in just as good condition at time of shipment as they were at harvest time. The roots are plump and firm, eyes are dormant, necks are sound and there is no sign of deterioration in any way.

During the period of storage the roots have been kept cool, damp, dark and away from moving air currents. Considering these facts, it almost seems that the roots could be stored indefinitely without loss, yet in actual experience the deterioration that takes place after the roots leave this storage leads us to believe that in some way the conditions prevailing during storage have been radically changed during the period between shipment and actual planting. In some cases the roots remain in tight warm shipping packages for weeks either through slow freight transit or after being received, causing them to mold and rot. In other cases the roots are stored in too warm a room or where light or moving air can reach them resulting in drying out and shriveling. In other cases the roots are exposed to cold air resulting in chilling, and often planting is done in wet soggy ground resulting in rot of both root and sprout. These conditions are absolutely beyond our control yet we feel that it is to our interest to have the root reach the ground in the best possible condition.

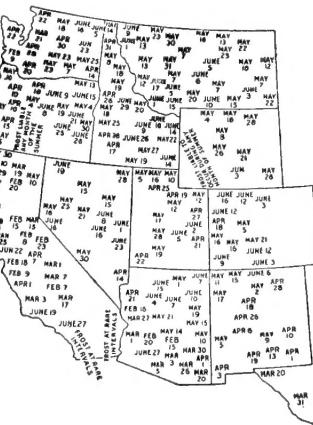
In the first place nearly every locality has its normal planting time. If the dealer's supply of roots are ordered shipped very much before the normal planting time it is to his interest to have storage facilities which will duplicate, so far as possible, those under which the roots have been held since harvest time. I know there are always a few customers who will buy their garden bulbs several weeks before time to plant but these few people nearly always take their stuff home, let it kick around in the warm rooms for two or three weeks, then the first warm day that comes they put it into the ground. Usually

the results are unsatisfactory and both the dealer and grower are blamed. It seems that it would be much better for the dealer to impress these facts upon the customer before he buys than to have to make excuses and replacements later.

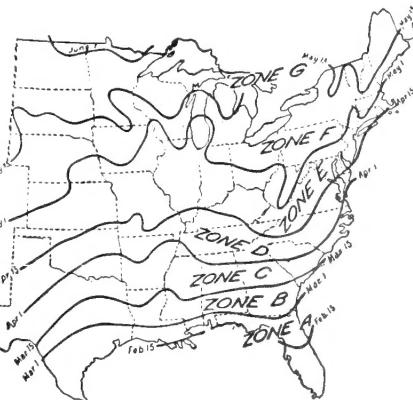
Then in other cases we know of dealers who ordered their supply of boxed dahlias early and placed the entire shipment in their windows where we have seen the light so bright that the labels were actually faded out before the goods were all sold. Under such conditions there is bound to be a deterioration of the stock just as there would be if you placed rose bushes on the open counter exposed to air and light and heat for days or weeks before they passed into the customer's hands.

Our best advice to all customers, especially those who sell dahlias over the counter, is to display only a small part of the stock, keeping the rest of it under proper storage conditions; and to put your heaviest selling effort back of the item right at planting time. We have hundreds of retail stores handling our dahlias and invariably the best results are obtained, and the greatest profits made, by those who push the sale of their dahlias during one or two weeks at the right planting time instead of catering to the few customers who always buy way ahead or way behind in the season. The stock is ordered or is brought in from storage just before wanted, is in perfect condition when it reaches the counter and also when it reaches the customer. This means that it is ready to start action just the minute it is placed in the ground and under such conditions is bound to be satisfactory.

Our record of direct shipments for some of our largest customers, made under a guarantee providing replacements of all roots that fail to sprout show less than 1% failures. Here we used our judgment and shipped the goods at proper planting time and we have every reason to believe that they reached the ground within very few days or a couple of weeks at most after they left our cellars. There is absolutely no reason why these same results cannot be obtained when goods are shipped direct from your own place or sold over the counter.



Map showing dates of last killing frost. Eastern part of U. S. is divided into zones. Western part varies according to elevation as indicated. Dahlias should not be planted more than 3 weeks before dates shown.



## Get Your Reservation Order In Now

Stock to Be Shipped When Needed

## Wayland Dahlia Gardens

E. R. Ryno, Prop.

WAYLAND

MICHIGAN

# W<sup>®</sup> BLUE LABEL DAHLIAS ARE

## GROWN RIGHT

All our stock is grown by ourselves on our own fertile farms, and is stored, processed and packed in our own frost-proof cellars.

Planting, cultivating and digging are all done on a large scale with the latest modern machinery and at minimum cost.

Fields are all carefully rogued during blooming season and all plants showing any sign of weakness as well as those not true to name are destroyed.

You can't find better stock at any price, and every root can be depended upon to produce a strong healthy plant that will bloom from late summer until frost the year it is planted.

## PACKED RIGHT

Each root is packed in clean green log sawdust, wrapped in white semi-parchment paper, and labelled with our special blue label showing name of variety, type and predominating color.



The six roots in each collection are wrapped in green florist's tissue with Cultural Directions, and packed in a neat box with colored label showing contents.

These boxes make an attractive piece of merchandise and the roots contained in them will keep for weeks without shriveling or losing their vitality.



## PRICED RIGHT

We have tried to make the price on these collections so low that every one of your customers would want to buy them.

Every person who grows dahlias at all will surely want a full range of colors in order that each cutting of blooms will make an attractive bouquet. Most customers will want more than one collection, and no doubt many of them will want the whole set, especially when they can be had for such a small cost.

We urge our dealers to have at least a fair representation of each collection in stock and to make it possible for them to do so, we have made a very interesting SPECIAL INTRODUCTORY OFFER which will be found on page 12.

# **PLEASE NOTE THESE POINTS**

## **QUALITY**

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large in size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

## **SERVICE**

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light, strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type of package required and to ship direct to customers under your own label if so desired.

## **INTEGRITY**

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality or not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

## **PRICE**

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

## **RESERVATIONS**

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith, and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

## **SMALL ORDERS**

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

## **CREDITS**

If total order amounts to less than \$25.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$25.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

## **EXCLUSIVELY WHOLESALE**

person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

## **ORDER EARLY**

In spite of the fact that every element of cost that enters into our product is going up—labor, paper, boxes and packing material, fuel, taxes, etc.,—it will be noted that we have advanced our prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other

# NET GROWER'S PRICES FOR 1944

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 3¢ per root to cover additional cost of labelling and packing.

10% extra count is given in all cases — that is, 11 for 10, 110 for 100, etc., — except where roots are packed in special boxes or cartons ready for reshipment — to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from roots—not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

If roots are to be wrapped and labelled individually for resale, add \$1 per hundred to prices given. Where order is of sufficient size to warrant—one hundred or more roots of a kind, and not less than ten kinds—we will, if desired, use a special label, similar to our regular blue label, but bearing your own name or trademark, and printed on stock of your own choice of color (unless such color is already reserved for another customer) with our regular white semi-parchment wrapper, at same rate. This will enable you to offer stock under your own exclusive label.

## LARGE FLOWERING TYPES

(A) Art or Peony-flowered

(B) Ball or Show

(C) Cactus

(D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as "out for this year" and positively cannot be supplied even in small quantities until another season.

Varieties listed in bold-face type are standard varieties, the best in their respective colors, grown in large quantities, and recommended as "best sellers."

### At 2¢ Each — MIXED DAHLIAS

Each season our last sorting of planting stock is thrown into one lot and planted as MIXED. These are all large double-flowering varieties—no seedlings, singles or pompoms included—and we believe the assortment is much better than could possibly be made up from surplus lots such as are usually used in mixtures.

Where desired we can pack 5 of these roots in a two section corrugated box, size 5 x 6 x 2½ inches, shipping weight 1 lb. at 14¢ per box (24 boxes per case), or 10 roots in box 6 x 6 x 2½ inches, shipping weight 1½ lbs. at 25¢ per box (20 boxes per case). Order in full case lots only.

Completely sold out for this year.

### At 3¢ Each — MIXED UNDER COLOR

Separate colors, red, pink, white, yellow, lavender, purple, bronze or variegated, as desired.

Completely sold out for this year.

### At 4¢ Each

Aurore (A) Orange salmon  
Camille Franchon (A) Red, lighter tip  
Cleopatra (A) Dull gold  
Diana (A) Scarlet. This is the true Marean Diana  
Geisha (A) Yellow and red  
Perfect Beauty (A) Red and white  
Queen Wilhelmina (A) White  
Rosalia Styles (A) Rose pink  
Sweetheart's Bouquet (A) Salmon rose and fawn  
White Cap (A) Large white  
A. D. Livoni (B) Pink  
American Beauty (B) American Beauty red  
Bonnie Blue (B) Bluish  
Dee-Lighted (B) White  
Dreer's White (B) White  
Floral Park Jewel (B) Red tipped white  
Grand Duchess Marie (B) Bronze  
Lucy Fawcett (B) Yellow tinged rose  
Mary Helen (B) Yellow  
Maude Adams (B) Popular white flushed pink  
Mrs. C. D. Anderson (B) Crimson mauve  
Purple Ball (B) Purple  
Red Chief (B) Bright red  
Storm King (B) White  
Stradella (B) Rose purple  
Tillamook (B) Light pink

Vivian (B) White tipped purple  
Yellow Duke (B) Yellow  
Bertha Horne (C) Popular bronzy yellow  
Bride's Bouquet (C) White  
Celia (C) Lavender pink  
Emily Russell (C) American Beauty shade  
Etenard de Lyon (C) Purple lavender  
Gay Paree (C) Golden bronze suffused red  
George Walters (C) Salmon pink and yellow  
J. H. Jackson (C) Maroon  
Kreimhilde (C) Cream and pink  
Lawine (C) White faintly tinged lavender  
Libelle (C) Royal purple  
Marguerite Bouchon (C) Pink with white center  
Melody (C) Yellow, often tipped white  
Minamoto (C) Large dazzling scarlet  
Mrs. Edna Spencer (C) White overlaid lavender  
Perle de Lyon (C) White  
Rene Cayeux (C) Brilliant red  
Rheinischer Frohsinn (C) Pink and carmine rose  
Scaramouche (C) Large Indian red  
Sunset Glow (C) Scarlet tipped yellow  
Washington City (C) White  
Zephyr (C) Pink  
Agnes Haviland (D) Rose pink and yellow  
Aida (D) Maroon  
Atlantic Ocean (D) Yellow  
Avalon (D) Large yellow  
Bashful Giant (or Apricot Giant) (D) Apricot and amber  
Canary Cup (D) Deep yellow  
Catherine Wilcox (D) Pinkish white tipped red  
Countess of Pembroke (D) Lavender  
Coquette (D) Dark red and gold  
C. P. R. (D) Cream overlaid purple  
Darlene (D) Shell pink. The pink Jean Kerr  
D. M. Moore (D) Maroon, almost black  
Doazon (or Big Gus) (D) Giant orange scarlet  
Dr. Tevis (D) Salmon rose  
Dorothy Sager (D) Salmon and orange. Excellent cutter  
Edward T. Bedford (D) Purple tinged silver  
Elizabeth Slocombe (D) Red purple  
Ellinor Vanderveer (D) Glowing rose pink  
Flamingo (D) Pink  
Flora (D) White  
Francis Larocco, Improved (D) Canary yellow  
Harry Mayer (or Blue Moon) (D) Pale roselyn purple  
Iowa (D) Maize tipped pink  
J. D. Long (D) Salmon pink and bronze  
Jean Kerr (D) White  
Judge Alton B. Parker (D) Yellow buff  
Le Grande Manitou (D) Lilac striped purple

**Le Toreador** (D) Brilliant red. Out for this year  
**Margaret Woodrow Wilson** (D) Creamy white suffused pink  
**Mina Burgle** (D) Popular red  
**Mrs. Carl Salbach** (D) Lavender pink  
**Mrs. I. de Ver Warner** (D) Orchid lavender  
**Mrs. J. Gardner Cassatt** (D) Dark pink  
**Mrs. J. Harrison Dick** (D) Yellow and pink  
**Penn Charter** (D) Buff tinted apricot  
**Pride of California** (D) Red  
**Pride of Stratford** (D) Best large red orange  
**Purity** (D) White  
**Purple Manitou** (D) Purple  
**Queen Mary** (D) Rose pink  
**Rosa Nell** (D) Deep rose pink  
**Rose Glory** (D) Rose lavender  
**Rosemawr** (D) Rose pink  
**Sanhican's Bluebird** (D) Bluish  
**Spirit of St. Louis** (D) Large reddish purple  
**Venus** (D) Popular white suffused lavender  
**Yellow Colosse** (D) An excellent yellow

### At 5¢ Each

Cigarette (C) White edged orange  
**Countess of Londale** (C) Popular salmon pink  
**Red Cross** (C) Salmon orange  
**Siskiyou** (C) Mauve pink  
**Springfield** (C) Red sport of Lonsdale  
**Barbara Redfern** (D) Large gold and rose  
**Jane Cowl** (D) Bronzy buff and salmon  
**Jersey's Beacon** (D) Scarlet and buff  
**Jersey's Beauty** (D) Most popular pink  
**Judge Marean** (D) Popular orange and red  
**Laura Morris** (D) Best giant deep yellow  
**Monmouth Champion** (D) Flame red. Out for this year  
**Oyster Bay Beauty** (D) Large oxblood red. Out for this year  
**Robert Treat** (D) American Beauty red  
**Rose Fallon** (D) Giant old gold  
**Sagamore** (D) Apricot buff. Out for this year  
**The Commodore** (D) Large canary yellow  
**White King** (D) White. Out for this year  
**Zion's Delight** (D) Large deep red

### At 6¢ Each

**Charlotte Caldwell** (B) Orange  
**Star of Bethlehem** (C) White  
**Elite Glory** (D) Large red  
**Gertrude Brinton** (D) Red  
**Hillcrest Mandarin** (D) Red and yellow  
**Jersey's Mammoth** (D) Giant mahogany and gold  
**Kemp's White Wonder** (D) White. Out for this year  
**Kentucky** (D) Salmon sport of Jersey's Beauty  
**Nanaquaket** (D) Large pink. Out for this year  
**October Sunshine** (D) Deep golden yellow  
**Silver Sheen** (D) Lavender  
**Snowdrift** (D) White  
**Starlight** (D) Large golden yellow  
**Texas** (D) Pink sport of Laura Morris. Out for this year  
**Violet Judge Marean** (D) Violet sport of Judge Marean  
**Wm. H. Hogan** (D) Large red and white bi-color. Out for this year  
**W. H. T.** (D) Beautiful old rose

### At 8¢ Each

**Angela Mia** (D) White  
**Cavalcade** (D) Mulberry pink. Out for this year  
**Fred Springer** (THE GREAT KILLY-LIEU or BEDDING DAHLIA) (D) Brilliant red  
 NOTE: We suggest that this variety be offered in lots of 7 roots (for 3 ft. bed) or 19 roots (for 6 ft. bed), as roots planted 1½ feet apart will develop into a solid mass of foliage literally covered with brilliant red flowers from mid-August until frost.  
**Josephine G.** (D) Pink. Out for this year  
**Marshall's Pink** (D) Very fine light pink  
**Pan** (D) Vivid scarlet  
**Pres. Franklin D. Roosevelt** (D) Bright red with lighter reverse  
**Purple Fluffy Ruffles** (D) Purple. Out for this year

### At 10¢ Each

**Jean Trimbee** (C) Petunia violet. Out for this year  
**Jersey's Dainty** (C) White flushed pink  
**California Idol** (D) Light yellow  
**City of Cleveland** (D) Orange suffused red  
**Forest Fire** (D) Yellow and red. Out for this year  
**Hunt's Velvet Wonder** (D) Large purple. Out for this year  
**Mrs. Geo. Le Eoutillier** (D) Red  
**Omar Khayyam** (D) Red and orange  
**Oriental Glory** (D) Cadmium orange  
**Pride of Austinburg** (D) Grenadine pink suffused yellow  
**Pride of Springhill** (D) Rose red  
**Prince of Persia** (D) Red  
**Ruth Vaughan** (D) Large La France pink

### At 12¢ Each

**Edna Ferber** (C) Coral and gold  
**Jersey's Melody** (C) Pink  
**Miss Belgium** (C) Coral  
**Miss Ionia** (C) Pink  
**Roycroft** (C) Warm buff  
**Satan** (C) Large red  
**Champeog** (D) Cream tipped salmon pink  
**Clara Carder** (D) Large cyclamen pink  
**Dwight W. Morrow** (D) Velvety dark red  
**Elleanor Radell** (D) Rose pink  
**King Alfred** (D) Red  
**Monmouth Queen** (D) Light yellow  
**Thomas Edison** (D) Royal purple. Out for this year

### At 15¢ Each

**Kismet** (C) Red  
**Arcturus** (D) Scarlet and gold  
**Autumn Sunset** (D) Yellow tinted red  
**Azura** (D) Rosy lilac  
**Blue River** (D) Large bluish  
**Daughter of Venus** (D) Lavender  
**Delwood's Glorious** (D) Deep pink  
**Girl of Hillcrest** (D) Gold  
**Groll's Genesee** (D) Orange  
**Jersey's Sovereign** (D) Salmon orange  
**Jimmy Foxx** (D) Henna  
**Kilgore's King** (D) Yellow shaded pink  
**Miss Oakland** (D) White  
**Purple Wonder** (D) Purple  
**Queen City** (D) Watermelon pink  
**Sharazad** (D) Pink  
**Tower's Empire** (D) Rich golden yellow  
**Twilight** (D) Pinkish lavender  
**Wenoka** (D) Rosy mauve  
**Zant's White** (D) Large white

### At 20¢ Each

**America's Sweetheart** (D) Large yellow  
**Betty Zane** (D) Large pink  
**Buckeye Bride** (D) Salmon pink  
**Detroiter** (D) Velvety bright red  
**Fireball** (D) Brilliant red  
**Freckles** (D) Yellow flecked red. Out for this year  
**Incandescent** (D) Bronzy yellow and pink  
**Mad River Chief** (D) Dark velvety red  
**Margrave** (D) Bright red tipped gold. Out for this year  
**Michigan White** (D) White  
**Miss Long Island** (D) Large pink  
**Monarch of the East** (D) Large orange bronze  
**Pacific Splendor** (D) White suffused lavender. Out for this year  
**Red Sunset** (D) Large bright red  
**San Francisco** (D) Large shrimp pink  
**The Fireman** (D) Dazzling red  
**White Abundance** (D) White  
**Wm. G. Wyllie** (D) Yellow, buff and pink

### At 25¢ Each

**Miriam Hopkins** (C) Copper orange  
**Alice May** (D) Creamy white  
**Burch Foraker** (D) Mammoth flame red  
**Carl G. Dahl** (D) Apricot and buff  
**Col. Lewis** (D) Deep pink

## At 25¢ Each

Daddy Kemp (D) Large reddish purple  
D'Arcy Sainsbury (D) White  
Dream Beauty (D) Cerise striped white. Out for this year  
Everybody's Favorite (D) Large lavender  
Geo. A. Relyea (D) Orange tipped white. Out for this year  
Glamour (D) Large purple  
Kemp's Great Eastern (D) Orange gold  
Link's Gorgeous (D) Yellow overlaid pink. Out for this year  
Lord of Autumn (D) Best deep yellow  
Premier's Winsome (D) Soft pink  
Oakleigh Monarch (D) Cerise red  
Robert Ripley (D) Lavender purple  
Washington Giant (D) Lavender  
Zant's Pink (D) Fine deep pink. Good cutter

## POMPONS

Our stock of Pompons last year was sold so short that our planting of this type was very limited this year; and owing to the fact that it is almost impossible to obtain absolutely clean stock from any source, we are listing only such varieties this year as appear to be in sufficient supply to make it worthwhile to offer them. No reservation orders can be accepted on this type, and orders will be accepted and filled in rotation as received only so long as stock lasts. When our own stock is exhausted no further orders can be taken.

## At 4¢ Each

Amber Queen (P) Apricot and amber  
Challenge (P) Variegated red and white  
Ganymede (P) Fawn pink  
Golden Queen (P) Deep yellow  
Sunbeam (P) Red with yellow base

## At 5¢ Each

Ariel (P) Buff  
Cardinal (P) Bright red  
Catherine (P) Deep yellow  
Coral Beauty (P) Coral pink  
Dee Dee (P) Lavender  
Dr. Jim (P) Purple shaded white  
Edith Mueller (P) Gold edged orange

Fashion (P) Bronze  
Gertrude (P) Crimson  
Hazel (P) Buff  
Johnny Peppin (P) Dark crimson  
Lemon Drop (P) Yellow  
Mary Munns (P) Lavender  
Nellie Frazer (P) Blush edged rose  
Phyllis (P) Purple  
Rosa Wilmouth (P) Rosy pink  
Snowclad (P) White  
Vivid (P) Red  
Yellow Gem (P) Light yellow

## At 6¢ Each

Achilles (P) Flesh tipped lavender  
Belle of Springfield (P) Small red  
Betty Ann (P) Small pink  
Bobby (P) Plum  
Charma (P) Red flecked white  
Darkest of All (P) Deep maroon  
Joe Fette (P) White  
Morning Mist (P) White suffused lavender  
Pure Love (P) Deep lavender  
Rosalie (P) White suffused pansy purple  
Spy (P) Dazzling red

## MINIATURES

As yet we are not very large growers of this type and most of the varieties we list can be supplied in limited quantities only.

## At 6¢ Each

Bishop of Llandaff. Red, dark foliage. Out for this year  
Blue Eyes (M.F.D.) Bluish. Out for this year  
Buckeye Babe (M.F.D.) Golden buff. Out for this year  
Corinna (M.F.D.) Deep yellow. Out for this year  
Diana Jean (M.F.D.) Light yellow. Out for this year  
Fairy (M.F.D.) Tiny Jersey's Beauty pink  
Grace O'Neil (M.C.) Pink and white  
McKay's Purity (M.F.D.) White. Out for this year  
Orchid Lady (M.F.D.) Orchid lavender  
Princess Alba (M.F.D.) White. Out for this year  
Sylvia (M.F.D.) Red  
Teddy Johnson (M.F.D.) Tyrian rose and white

# Wrapped Dahlias

## FOR COUNTER TRADE

In addition to the full collections as presented in our regular boxes you will find there is a good demand for single roots if offered at popular prices. Heretofore, we have offered two assortments of wrapped dahlias but this year we are limiting our offer in this line to a single assortment made up from the best selling varieties in our 4¢ and 5¢ groups of large flowering dahlias as follows:

## 1944 ASSORTMENT

250 Roots, not less than ten good varieties, each root wrapped and labelled (Order 1944 Assortment)	\$12.50
125 Roots (Order half 1944 Assortment) . . . . .	6.50

All stock in this assortment is strictly high class and in order to enable you to guarantee same to your customers, we give 10% extra count to take care of any replacement claims. A liberal supply of cultural leaflets and such advertising matter as may be available will be included with each assortment.

**Wayland Dahlia Gardens,**

**Wayland, Michigan**

# Our Popular Garden Line of Boxed Dahlias

**W W BLUE LABEL DAHLIAS W W**  
*Sure to Grow. Free from Disease. True to Name.*



**6 BEAUTIFUL DAHLIAS 6**

**DECORATIVE TYPE**  
**No. D-1**

Comprising the following varieties, each root wrapped and labelled:

BIG GUS, red  
QUEEN MARY, pink  
JEAN KERR, white  
YELLOW COLOSSE, yellow  
ROSE GLORY, rose lavender  
E. T. BEDFORD, purple

**Complete Cultural Directions Inside**  
*Grown where Dahlias Grow best*

This is our original line of Boxed Dahlias offered to sell at 50¢ or more per collection of six dahlias.

There are nine different collections in the complete line as follows:

- No. A-1 6 Art Type Dahlias**
- No. B-1 6 Ball Type Dahlias**
- No. C-1 6 Cactus Type Dahlias**
- No. D-1 6 Decorative Type Dahlias**
- No. D-2 6 Decorative Type Dahlias**

- No. D-3 6 Decorative Type Dahlias**
- No. X-1 6 Assorted Type Dahlias**
- No. X-2 6 Assorted Type Dahlias**
- No. X-3 6 Assorted Type Dahlias**

Each collection is packed in full cases of 12 boxes each and is sold only in full case lots at, per case **\$3.60**

Shipping weights approximately 12 lbs. per case.

# Special Introductory Offer

Each of the nine collections in our Popular Garden Line this year is packed in cases of 12 boxes each, and obviously no orders can be accepted for broken units.

However, we want every one of our dealers to be able to offer our entire line, and realizing that many of you might not want to stock up with a full case of each collection on the start, we have put up as a SPECIAL INTRODUCTORY OFFER, the following assortment:—

**4 boxes of each of the nine different collections — 36 boxes in all**  
**Beautiful colored display easel**  
**Colored window posters**  
**Mat for newspaper ad.**      **As available this year.**

These sales helps are supplied only with initial order, and will give prominence to the stock that will surely move this small order and create a demand for many more boxes.

This Entire  
Outfit will be  
supplied for  
only

\$**10.80**

Shipping  
Weight  
approximately  
36 lbs.

**All Orders Subject to 3% Discount for Cash with Order**

Think of it, 36 boxes presenting 4 boxes of each of nine different collections — 216 roots in fifty-four different varieties, for only \$10.80.

You will find this the fastest selling line of merchandise you ever offered. Try it and see. Remember, there is, so far as we know, nothing like it on the market. You know this means that a lot of dealers are going to snatch up our offer, and there may not be stock enough to go around, so **GET YOUR ORDER IN TODAY.**

Don't forget, we have been growing dahlias for the mail order trade for many years, and supply nearly all the seed and nursery houses of national repute in the great mid-west. This line is intended to meet DIME STORE COMPETITION and keep the dahlia trade in the hands of the legitimate seed and nursery dealer or reputable department or other retail stores where it rightfully belongs. The stock is not cheap low grade stock that won't grow or prove true, but is guaranteed by us, under our own label, as

*Sure to Grow - Free from Disease - True to Name*  
*You can't go wrong when you take on this line.*

## WAYLAND DAHLIA GARDENS

LARGEST EXCLUSIVELY WHOLESALE DAHLIA GROWERS IN THE WORLD

WAYLAND

MICHIGAN

# Our New Exhibition Line

Costs You 40c per Box - - - Sells for \$1.00

## BLUE LABEL DAHLIAS

*Sure to Grow. Free from Disease. True to Name.*



### EXHIBITION DAHLIAS

No. E 2

#### DECORATIVE TYPE

Comprising the following varieties, each root wrapped and labelled:

BASHFUL GIANT, apricot and amber  
ELLINOR VANDERVEER, pink  
JERSEY'S BEACON, red  
MARGARET WOODROW WILSON,  
white suffused pink  
W. H. T., old rose  
PRIDE OF STRATFORD, orange

### Complete Cultural Directions Inside *Grown where Dahlias Grow best*

We are offering only two different collections in this line this year. Each collection is made up of six exhibition dahlias intended to retail at 75c to \$1.00 or more per box. No finer varieties can be had at any price and customers who want the very best will find it in this line.

As with our Popular Garden Line we must reserve the right to alter any of these collections in case an unavoidable or unexpected shortage occurs in any variety.

Each collection packed in full cases of twelve boxes priced to you at, per case **\$4.80**

### Here are the Varieties Offered this Year

#### Collection E-1 Six Fine Decorative Dahlias

JERSEY'S BEAUTY, clear pink  
JANE COWL, bronze  
MRS. I. de VER WARNER, lavender  
PRIDE OF CALIFORNIA, red  
PENN CHARTER, buff  
WHITE KING, white

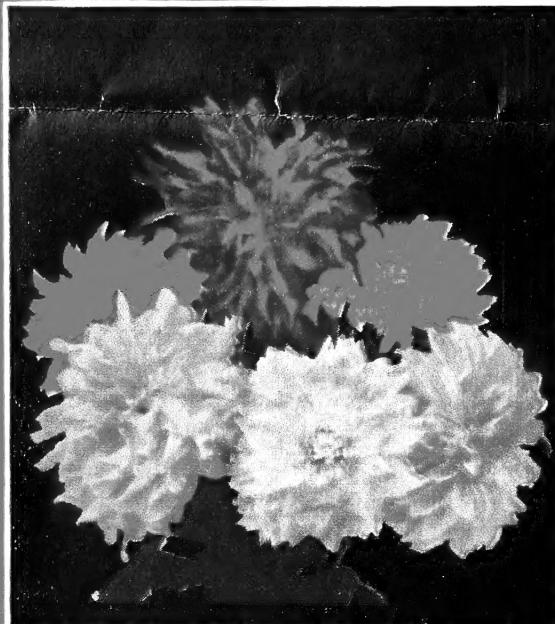
#### Collection E-2 Six Beautiful Decorative Dahlias

BASHFUL GIANT, apricot and amber  
ELLINOR VANDERVEER, pink  
JERSEY'S BEACON, red  
MARGARET WOODROW WILSON, white suffused  
pink  
W. H. T., old rose  
PRIDE OF STRATFORD, orange

# And a New Line Added for 1944

DW<sup>G</sup> BLUE LABEL DAHLIAS DW<sup>G</sup>

*Sure to Grow. Free from Disease. True to Name*



5 HONOR ROLL  
DAHLIAS 5

No. HR-1

Comprising the following varieties,  
each root boxed:

JIMMY FOXX, red  
THE COMMODORE,  
yellow  
SPOTSWOOD BEAUTY,  
pink  
HILLCREST MANDARIN,  
yellow and red  
PURPLE FLUFFY RUFFLES,  
purple

Complete Cultural Directions Inside  
*Grown where Dahlias Grow best*

## 5 HONOR ROLL DAHLIAS

Costs you 50¢ per Set — Sells for \$1.50 to \$2.00

Here is a line of dahlias which will be of particular interest to your suburban customers and those who want something, perhaps a little more classy than the usual trade. The varieties included are all strictly A-1 dahlias that have appeared on one or more of the Honor Rolls in recent years. This line will be renewed from year to year and is available in limited quantities only.

As with our Popular Garden Line and Exhibition Line we must reserve the right to alter any of these collections in case of unavoidable or unexpected shortage occurs in any variety originally scheduled to appear in the set.

Each collection is packed in full cases of 12 sets and priced at, per case **\$6.00**

# Note



Unlike our Popular Garden Line and Exhibition Line of Boxed Dahlias, our new Honor Roll Line is packed in sets of five dahlias, intended to retail at \$1.50 to \$2.00 per set, and instead of these roots being wrapped and labelled and packed in one box as are our other two lines, each root is packed in an individual box, size  $2\frac{1}{2} \times 2\frac{1}{2} \times 5\frac{1}{2}$  inches. The five individually boxed roots are then packed in a counter container in which they are sold as a set, or which may be opened up to display the individual boxes in case you wish to sell the roots individually.

While we have no arbitrary selling price for this line we suggest that where the set of five dahlias is sold for \$1.50 individual roots be sold at 35¢; or where the set is sold for \$2.00 the individual roots should be sold at 50¢.

The dahlias offered in this line are really worth a half a dollar each of any man's money and while our stock is very limited this year we want you to get started with the line because we have some very choice selections in store for you after the war is won.

This line costs you only \$6.00 per case which is only 50c per set and at the prices you should get for it it should prove one of the most profitable items in your store.



## WAYLAND DAHLIA GARDENS

World's Largest Dahlia Growers

E. R. Ryno, Prop.

WAYLAND

MICHIGAN



The most sensational line of packaged Dahlias ever offered. A line that certainly no jobber and probably no other grower could possibly duplicate. Nine different collections — six roots in each collection — fifty-four different varieties in the complete line. Retail at a uniform price of FIFTY TO SIXTY-NINE CENTS per box of six roots. Never before have good dahlias been offered at such a low price. The fastest selling line you ever stocked. Be sure to get your orders in early, because we cannot take on more than one-thousand new dealers this year.

## WAYLAND DAHLIA GARDENS

Wayland : : Michigan



## Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

**GUARANTEE**—While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

**TERMS**—Unknown persons should send either cash in full or 25% with order, balance C.O.D. Parties whose credit is approved may order roots any time shipped after December 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

**REFERENCE**—As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

## Wayland Dahlia Gardens, Wayland, Michigan